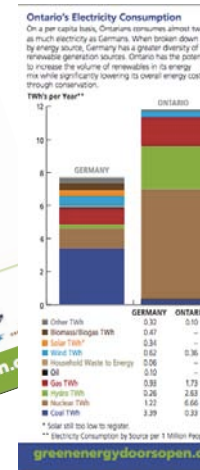


Green Energy Doors Open

Saturday, October 5, 2013



This toolkit contains 5 parts:

- Slide 1** – The event Hosting Toolkit
- Slide 2** – The Hosting Toolkit list of materials and post-event survey
- Slide 3** – Tips on how to boost your numbers
- Slide 4** – Quick facts on Green Energy Doors Open
- Slide 5** – Key messages about the sector and the FAQ
- Slide 6** – A social media quick reference sheet
- Slide 7** – A pin-up for bulletin boards with details about your event
- Slide 8** – A door knocker sheet to use to notify your neighbours

If you need anything please call!

Nik Spohr, Project Lead, Green Energy Doors Open
T: +1.416.977.4441 x3
Nik@ontario-sea.org



Hosting Tool Kit



greenenergydoorsopen.ca

Thank you for participating in Green Energy Doors Open. You are a valuable part of Ontario's sustainable energy movement and we appreciate your support!

Your efforts will help more Ontarians learn about the benefits of sustainable energy and how they can get involved in the growing movement.

Important:

- **Hosting webinar Tuesday, October 1st, from 1pm–2pm.** This is an opportunity to share your ideas and will include, “dealing with the media 101”, renewable energy myth busting, and event preparation. The recorded video will be sent out afterwards so don't worry if you can't make it– questions sent in ahead of time will be addressed!

- **Send us your shipping address.** We want to make sure we send you the right amount of material for your event to the right location. They come in packages of 15, 25, or 50. If you don't let us know, we will make the estimate for you.
- Check out other events in your area on the Green Energy Doors Open website
- Track attendance using a sign in sheet or a registration page at **EventBrite.com**. Send us the event “sign in sheet” link and we will post it on the online listing
- Keep your social media followers in the loop and keep us updated using the hashtag **#GEDO13**



List of Materials



greenenergydoorsopen.ca

Digital package online:

- Hosting Toolkit, flyer and social media quick tips
- A Green Energy Doors Open Banner gif. for your website
- Event release for contacting your local media. We have already sent out media alerts to your local community media outlets, but you should, too!
- Door knocker slips to print out to notify your neighbours about your event

Physical Package (to arrive Oct. 2nd-4th):

- List of materials in package
- Postcards
- Buttons
- Brochures
- 13x19 Posters (x2 or 5) [We have left room for you to draw a directional arrow or additional info]
- Promotional material from our partners and sponsors

Post-Event Questionnaire

Thank you for being part of Green Energy Doors Open! We value your opinion!

We will be in touch following the event to get your feedback. Here are a few things we are going to ask you:

1. How many people attended your event?
2. Did any media or officials attend?
3. What were the common questions you received from attendees?
4. What could we do better to assist you next year?
5. What lessons did you learn that we should share with future hosts?
6. Can you give us a quote to use on future promotional materials?

How to boost your numbers

www.GreenEnergyDoorsOpen.ca

- Share your story! This is about the great work you are doing!
- Invite your family and friends
- Get on social media (see quick tips slide)
- Invite your local leaders with a phone call
 - Mayor and Council (Municipal)
 - MPP (Provincial)
 - MP (Federal)
- Invite the local media
 - Call, share your story and invite

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Quick media reference

www.GreenEnergyDoorsOpen.ca

- The most important thing is knowing your subject, and knowing what you want to say
- This is an opportunity to tell your story, tell it like you would to a friend
- Prepare, but don't over-prepare
- Let the reporter finish their question before you answer it
- Be concise
- Have some pictures on hand to provide them
- Try to get the outlet and reporter's names
- If the reporter asks questions that are not about your project please refer them to OSEA at 416-977-4441 x3

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www.GreenEnergyDoorsOpen.ca

- You are an expert on your project not the whole system
- Our system needs major upgrades no matter what energy system we choose
- We are the solution and are promoting a portfolio of sustainable energy to heat, cool and power our homes, businesses and communities
- Traditional energy's not so cheap
- Powering Ontario's prosperity with sustainable energy is about:
 - Good jobs
 - Resilient communities
 - Healthy environments
- Mindscape's FAQ has been posted at www.GreenEnergyDoorsOpen.ca if you want to delve into other information about the sector

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Social media quick reference



www.GreenEnergyDoorsOpen.ca

Social media is an incredibly powerful tool to stay connected, share your stories and spread the word about your great project. For Green Energy Doors Open we are primarily using Twitter and Facebook to spread the word.

OSEA on Twitter: @ontariosea

OSEA on Facebook: <https://www.facebook.com/ontariosea>

Green Energy Doors Open on Facebook: <https://www.facebook.com/greenenergydoorsopen>

Please post your pictures, share interesting anecdotes, “like”, re-post and re-tweet connecting your network to what you and the rest of the Green Energy Doors Open community is doing. Don’t be afraid to also post on likeminded and partner organizations like the Ontario Federation of Agriculture, CANSIA, CANWEA, the Biogas Association and other pages, too along, with our sponsors.

When posting, remember to include:

1. A link to the event site www.greenenergydoorsopen.ca
2. The Hashtag : #GEDO13 which makes your post searchable

As a host, promote YOUR story - **especially with pictures and/or video**. Support one another, too, by sharing each other’s stories and discuss how your projects work and the benefits you are creating for yourself, community or business.



Join us Saturday October 5th!



www.GreenEnergyDoorsOpen.ca

Green Energy Doors Open 2013 is province-wide green energy showcase of individual, community, public and commercial sustainable energy projects, businesses, manufacturing sites, education programs and other related initiatives.

This is your opportunity to visit, see, touch and talk about the green energy projects in your backyard!

When: Saturday, October 5th, 2013 at

Where:

What:

For more information Green Energy Doors Open visit greenenergydoorsopen.ca or please contact Nik Spohr at 416-977-4441 ext 3.

Event Sponsors





This is your opportunity to visit, see, touch and learn about a cool green energy project in your backyard!

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